



## **CONSUMER INFORMATION: SPIRITS PRODUCERS SUCCESSFULLY DELIVER ON ENERGY ON-PACK TARGET AS PART OF MULTIANNUAL LABELLING COMMITMENT**

**The sector also reports about rapid progress in developing digital consumer information**

**Brussels, 18 May 2022 – Europe’s producers of spirit drinks have successfully delivered on the 2nd milestone commitment to provide a growing share of spirits sold in the EU with energy information on the label. According to a Progress Report released today by trade association spiritsEUROPE, the sector succeeded in ensuring that, by 31 December 2021, around 1 in 2 bottles already featured such information, a share that is set to rise to 66% by the end of this year. In parallel, the sector also reported about rapid progress in developing bespoke digital consumer information tools.**

The targets are part of a multiannual voluntary agreement – the so-called Memorandum of Understanding (MoU) on Consumer Information – that was facilitated by the European Commission in 2019. The MoU provides clear guidance on how nutrition information and ingredient listings should be made available to consumers on spirit drinks, given they are not mandatory under current EU rules.

Commenting on the progress, Ulrich Adam, Director General of spiritsEUROPE said: *“Despite the difficult market environment and tremendous challenges over the last 2 years, we are proud to report that the sector is on track in delivering on our labelling commitments and providing European consumers with the information they are looking for.”*

*“Since 2019, more and more trade associations have signed up to the MoU and we are proud to announce today that 59 mid-sized and small distillers from across Europe have signed the MoU and will start rolling out labels in line with this commitment. This shows that the approach is working,”* Adam added.

In parallel, rapid progress has also been achieved in providing digital consumer information. In December 2021, “www.U-Label.com” was launched, a consumer-friendly E-label Platform enabling consumers across Europe to access information via QR code technology about the wine and spirits products they purchase, in their own language. U-Label is an innovation made possible through a unique collaboration between the European wine association CEEV and spiritsEUROPE. In 5 months, more than 30 spirits producers have registered to U-label, having generated more than 400 e-labels.

Michael Clancy, Co-Founder of Lough Ree Distillery (Ireland) commented: *“At Lough Ree Distillery, we are very proud to be part of the E-Label Platform project, enabling us to provide more consumer information on our products. As we launch a new brand, this easy-to-use platform gives us the opportunity to share information in a consistent and best practice way with our customers across the EU.”*

**ENDS**



#### Note to editors

For more information, please contact: Ulrich Adam, Director General of spiritsEUROPE-  
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- **spiritsEUROPE** is the representative body for the spirits industry at European level comprising 31 associations and 10 international companies: [www.spirits.eu](http://www.spirits.eu).
- Click [here](#) for the **2nd year implementation report** of the Memorandum of Understanding.
- Click [here](#) for the text of the MoU including the list of signatories to-date (18 May 2022)
- More information [on u-label](#)

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### LIST OF SIGNATORIES OF THE MEMORANDUM OF UNDERSTANDING BY SPIRITSEUROPE MEMBERS UPDATED 18 May 2022

#### LEADING MULTATIONALS (8)

 BACARDI-MARTINI	
DIAGEO	 EDRINGTON
Moët Hennessy	 Pernod Ricard
 RÉMY COINTREAU	 Jägermeister



**NATIONAL TRADE ASSOCIATIONS  
(16 associations in 14 countries)**

THE NETHERLANDS	 SPIRITS NL
SPAIN	 <b>ESPIRITUOSOS</b> ESPAÑA
POLAND	 POLSKI PRZEMYSŁ SPIRYTUSOWY
FRANCE	 BNIC <b>COGNAC</b> FRANCE
	 <b>LES SPIRITUEUX</b> Fédération Française des Spiritueux
IRELAND	 <b>Drinks Ireland</b>
FINLAND	<b>SAJK</b> SUOMEN ALKOHOLIJUOMAKAUPPA RY



SWEDEN	
	
LATVIA	
PORTUGAL	
ESTONIA	
BELGIUM	
BULGARIA	



GERMANY	 BUNDESVERBAND DER DEUTSCHEN SPIRITUOSEN-INDUSTRIE UND -IMPORTEURE e. V.
DENMARK (NON-MEMBER)	 Wine & Spirits Denmark

## SMES ACROSS EUROPE (59 SMEs)

### FRANCE (26)

	
	
	
	
	 <small>www.cognacprunier.fr - info@cognacprunier.fr</small>



 TESSERON — COGNAC — XO & BEYOND	 LOUIS ROYER
 HARDY MAISON FONDÉE EN — 1863 —	 MAISON ANSAC EST 1847
MAISON VILLEVERT LES SPIRITUEUX FRANÇAIS	 ESTD 1828 PLANAT COGNAC
— GROUPE — VEDRENNE LIQUEURS & SIROPS	 LARSEN — COGNAC —
jean Boyer	 DISTILLERIE du CENTRE
 ROZELIEURES Single Malt French Whisky	MAISON FONDÉE EN 1884 CRISTAL LIMIÑANA 
Distilleries et Domaines de Provence	DISTILLERIE Des - ALPES - TRADITION SAVOIE DEPUIS 1883 
BALBINE SPIRITS	FAMILY SPIRIT  TERROIRS DISTILLERS



## GERMANY (13)


<b>AUGUST ERNST</b>	<i>Verpoorten</i> Qualität seit 1876
	
	HENKELL X FREIXENET
	Private Kornbrennerei <b>H. HEYDT</b> 
<b>FRIEDRICH SCHWARZE</b> GMBH & CO. KG	
	<b>SIE GFR IED</b>
	




## IRELAND (5)


## LATVIA (1)

	
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## AUSTRIA (1)

	
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## BULGARIA (1)

	
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## PORTUGAL (6)

	
	
	<b>+ BENEFÍCIO +</b>

## SPAIN (6)